# Purpose of this document

Social media provides unique opportunities to engage with users and other stakeholders on a personal level. It enables departments and agencies to access a much wider audience than traditional communication methods such as print, conference, TV. It can be a very powerful tool to get feedback on early ideas, concepts and prototypes for digital services

## How and when to use social media

Don’t fall into the trap of thinking you have to create your own social media channels to get benefit. By using a unique hashtag and sharing key messages through existing Victorian Government channels you can get a strong response. See what’s in use across Victorian Government, on the vic.gov.au Social media page.

# Guide to Measuring Your Social Media Engagement

There are measurement opportunities at every stage of the social journey. The best ways of measuring your performance can be categorised below.

* + - * + **Activity:** The output of your social team
        + **Reach:** Your audience and potential audience
        + **Engagement:** Interactions and interest in your brand
        + **Acquisition:** Creating a relationship
        + **Conversion:**  Actions and results
        + **Retention and advocacy:**  Happy customers and brand/channel advocates/supporters

# Activity

These are the numbers that show what you’re doing, the basic output of your social media plan — including posting, scheduling and optimizing content, answering questions and solving problems.

These activities can appear quite simple but become important to measure as you experiment and try new things.

Activity includes:

* Average response time: The average time it takes a team member or Victorian Government representative to respond to comments and inquiries from the department or area’s social media audience.
* Content rate: The number of pieces of content you produce per period. Depending on which types of content you focus on, you might want to split content rate into post rate, focusing on:

Post rate: Number of social media posts per period. Depending on which networks you’re active on, you might want to break post rate apart, focusing on:

* + Tweets per period
  + Facebook posts per period
  + LinkedIn updates per period
  + Instagram posts per period
  + ( any other social media networks you use.)
* Post topic mix: The percentage of posts to each social media network per period broken down by content topic (e.g. resources, special offers,  questions, broadcast etc.)
* Post type mix: The percentage of posts to each social media network per period broken down by type (e.g., image, link, video, text, poll, etc.).
* Response rate: The percentage of questions, comments or problems from people talking about your brand that you respond to within a certain amount of time.
* Social media marketing budget and resources: The amount of money your team is spending per period or how many resources are dedicated to your social media activity across networks.

## Reach

These are the metrics that focus on your audience and potential audience’s size and growth rate—as well as how often and how well your messages are tapping into that audience. Sprout Social is commonly used in government (but these metrics are provided by most Social Media Dashboards) to assess these measures:

* Audience growth rate: The rate at which a channel adds (or loses) audience over time (or for the period of a particular campaign).
* Brand awareness: The overall number of mentions of your ‘brand’ online per period (e.g during  X campaign we received X mentions versus only X mentions outside of that period)
* CPM: Cost per thousand ad impressions in paid advertising (not always relevant)
* Influence score: Influence scores, offered by providers like Klout and Kred, measure how influential a person or brand is on a particular social channel. This impacts your reach.
* Keyword frequency: The number of times that a particular keyword or phrase is found within a brand’s social graph (e.g a campaign hashtag that trends over time, or during a campaign. Frequently used words within your network)
* Post reach: The estimated number of people who see a specific piece of your content at least once during a time period
* Potential impressions: The number of times a piece of content could be displayed, regardless of whether it is interacted with, during a time period
* Potential reach: The potential number of people in your audience, compounded by friends of audience members or others in a community who could have the opportunity to see a piece content, during a period of time or campaign
* Share of audience:  a great measure if you have competitors. This is the rough percentage of people a brand will reach as compared to its competitors
* Share of engagement: How a brand/channels engagement metrics compare to others in similar fields (how engaging your are vs your competitors despite your amount of followers)
* Share of voice: How big a brand’s portion of the conversation is compared to others in their space
* Sentiment: Percentage of overall brand mentions that are positive, neutral and/or negative in sentiment
* Video views: Number of views your video content gets on channels like YouTube, Vimeo or Facebook

## Engagement metrics

* These figures focus on how people are interacting with, sharing and re-sharing your content on social.
* Amplification rate: The number of shares on average for each post. Depending on which networks you’re active on these include the number of:
  + - * + Twitter retweets
        + Facebook shares
        + LinkedIn shares
        + Instagram regrams
* Applause/approval/welikeyou rate: The number of approval actions, or virtual ‘applause,’ you get from your audience per period, including +1s, likes, thumbs-ups, favourites, etc.
* Average engagement rate: The percentage of your total audience that has engaged with your content in any way on a social channel per reporting period/campaign etc
* Comment rate: The average number of comments your content gets per post
* Conversation rate: The number of conversations going on per social media post. On Facebook, LinkedIn, and Instagram, this will be comments. On Twitter, it’s replies.
* Engagement as a % of audience: Total engagement actions across all social networks divided by total audience
* Engagement per fan/follower: Total engagement actions for one network divided by the number of fans (or followers) for that network
* Virality: The rate at which a piece of content spreads across the social web. A good way to measure this one is total shares per piece of content.

## Acquisition

Acquisition metrics focus on the experience of your followers—whether your audience matches up with your offering and what value you provide. These metrics will come from Google Analytics (that can be linked to a dashboard like Sprout). These metrics can include:

* Bounce rate: The percentage of visitors who only went to a single page of your site, bouncing back to the place they came from rather than clicking further into the site
* Click-throughs: The number of clicks on a link within a post on a given social network
* Click-through rate: The rate at which your audience clicks on a link within a post on a given social network, found by dividing the number of clicks on a post by the number of impressions for the post
* CPC: Cost-per-click (for paid search or social advertising)
* Pageviews: Number of pages viewed or clicked on a site during the given time
* Percentage of social visits: The percentage of traffic to your site that is referred by a social media source
* Sessions (formerly unique visitors): A group of interactions that take place on your website within a given time frame
* Session duration (formerly time on site): Total duration of all sessions (in seconds) / number of sessions
* Traffic: Number of visits and visitors social media drives to your sites per period

## Conversion

A conversion might be an event booking, a subscription, a download, a signup or many other things depending on  your Social Media plan.

Metrics include:

* Conversions:  Number of conversions per time period (Conversions can be defined as the ultimate action you’d like users to take on your site. Examples might be: email subscriptions, downloads, registrations, installations widget or tool, etc)
* Conversion rate: The percentage of users who take a desired conversion action, found by dividing number of conversions by total traffic per period
* New visitor conversions: Number of conversions that occurred per time period by visitors new to a brands website
* Return visitor conversions: Number of conversions that occurred per time period by visitors returning to your site

## Advocates

These KPIs cover the last and perhaps most crucial metric of the audience journey. Making and creating happy followers and fans who can go on to become a channels/brands supporters and promoters

* Brand advocates: Number of customers your brand would consider advocates based on their social media influence
* Retention rate: The percentage of the total number of audience members  retained in context to the customers to those who have left.
* Customer reviews/ratings: Number of positive or negative audience or user reviews or ratings received per period

# The Campaign Brief | Please complete your brief based on this sample.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Social Media Engagement Campaign Brief** | | | | | | | | | | | | | | | |
| **Campaign Goal** | | | | | | **Target audience** | | **Call-to-action (CTA)** | | **Campaign Time-Frame** | | | | | |
| In 1-2 sentences, describe what you hope to accomplish by executing this campaign | | | | | | Who are you trying to reach with this campaign? Who will benefit? List your primary target audience group, and your secondary. State the reason why. | | What will you ask your audience to do? | | When will your campaign start and end? What are the key dates in between? | | | | | |
| From 4 August 2014, the State Government will hold a number of official events to commemorate 100 years since the start of the First World War. This will include 3 events that will be open to the public. This week will be promoted as the Anzac Centenary Commemorative Week (ACCW).  Our objective is to increase followers and engagement in the lead up to ACCW. | | | | | | Primary group  Stakeholders with whom we already have a connection and that have a direct connection to the Anzac Centenary - Shrine, AWM, State Library of Victoria. | Reason  Reach engaged audience first to build momentum | Pin the badge of commemoration to your page on 4 August - in commemoration of the many people who served and sacrificed in the First World War.  Visit Anzac100Victoria to learn more about the Victorian Government’s Anzac Centenary 2014 - 2018 program and get involved. | | Start Date:  15 July | Pre-Campaign Promotions:  Expand on the daily content to incorporate new themes - Thoughts from the front line; From the broadsheet; Looking back 100 (on this day) Guest blogger. | | | | Follow up Posts  The commemoration week is over but the Anzac Centenary year continues |
| Secondary group  Stakeholders who we do not yet have a connection  - CFA, Coles, Red Cross etc. | Reason  Try to reach broader audience to spread reach and awareness | End Date:  10 August | Peak Dates:  3-10 August (official commemorative week) | | | |
| **Primary Social Media Channels** | | | | | | | | | | **Campaign Assets** | | | | | |
| Indicate which channels you would like to run your campaign on? Be aware that if you want to start a new social media channel you will need to get approval from your department’s DMC and have a full social media strategy which includes moderation plans. | | | | | | | | | | What digital assets do you have to promote your campaign? | | | | | |
| **Channel** | | | **Yes or No?** | | **Reason** | | | | | **Key messages** when promoting assets:  The Anzac Centenary period officially starts on 4 August, 2014.  The State Government has a dedicated program of official events to commemorate the AC  All Victorians have a connection to WWI - we encourage you to discover and share yours  Across the globe, the Anzac Centenary period will be marked by millions of people, in places of special importance and in ways personally meaningful to them - we encourage local events  People, communities, cities and business was effected by the events of 1914-1918. Now 100 years on we encourage you to share this history from your eyes. | | | | | | |
| Twitter | | | Yes | | Have existing account with audience | | | | | Asset | | | Link or Description | | |
| Facebook | | | Yes | | Have existing account with audience | | | | | Webpage/website | | | http://anzaccentenary.vic.gov.au/ | | |
| YouTube | | | No | |  | | | | |  | | |  | | |
| Other (please state) | | |  | |  | | | | |
| **Victorian Government Social Media Channels** | | | | | | | | | | Graphics | | | Virtual badge  Victoria’s Faces of World War 1 | | |
| Indicate which Victorian Government channels you would like to run your campaign on state the reason why your campaign is appropriate for the channel. | | | | | | | | | | Video | | |  | | |
| **Channel** |  | | | **Reason** | | | | | | User-Generated Content/forms | | | Share your local event http://anzaccentenary.vic.gov.au/submit-events | | |
| Vic.gov.au Twitter | Yes | | | Broad audience interested in history | | | | | | Blog Posts | | | Yes | | |
| VicPol | Yes | | | Police officers were sent to war | | | | | | Earned/Paid Media | | | Yes. Boosted posts on Facebook | | |
| CFA | Yes | | | War affects local community, is of interest to CFA members | | | | | | **Promotional Outreach** | | | | | |
| SES | No | | | War impacts local community, is of interest to SES members. Spoke to SES and can’t share content due to social media guidelines for content to be shared. | | | | | | Which internal and external stakeholders can help you promote your campaign? How will you pitch it? (Hint: What's in it for them?) | | | | | |
| **Campaign Metrics** | | | | | | | | | | **Contacts** | | **Details** | | **Pitch** | |
| Based on the goals of your campaign, indicate your metrics of success and the tools you'll use to track them | | | | | | | | | | Government Body/Local Councils | | University of Melbourne (have WWI honour roll) | | In World War I, two hundred and fifty-one former University of Melbourne students died in battle or from wounds, illness or accidents associated with their active service. | |
| **Metric** | | **Details/Goal** | | | | | | | **Tools** | Non-profit organisations | | Football Clubs - all Victorian/AFL (635,898 FB) | | It could have been you. Most servicemen were aged between 18 and 30 | |
| Engagement | | Shares of Digital Badge Current: N/A Target: 500 | | | | | | |  | Social Media Influencers | |  | |  | |
| Reach | | Facebook Followers Current:1,739 Target: 5,000  Twitter Followers Current: 347 Target: 500 | | | | | | |  | Social Media Interactors | |  | |  | |
| Activity | |  | | | | | | |  | Partners or Sponsors | |  | |  | |
| Conversion | | Unique Website Visitors Current: 25,015 Target: 100,000  Town Hall Event Registrations Current: 45 Target: 1,600 | | | | | | |  | Cross Promotions | |  | |  | |
| Acquisition | |  | | | | | | |  | Other | | Coles (772,093) | | 4 Coles brothers served in WWI, 2 returned to build the Coles empire | |